



Missouri Travel Barometer
December 2017 Report
(Data available as of 01/18/18)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

December Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through November

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

ADR up 3.9% -- RevPAR up 3.2% -- Occupancy down 0.7% -- Demand down 0.1%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June

Website Visits: 2017 Calendar Year to Date through December

- Total web visits (main site and mobile visits) were down 25.3% for CYTD 2017 (Jan-Dec) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were down 8.7% for CYTD 2017 (Jan-Dec) compared to CYTD 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through December

- 119,845 responses for CY 2017 – a decrease of 23.8% (This is most likely directly related to advertising cuts due to budget withhold.) However, Bowling Green, Champaign, Lafayette, Louisville, North Platte, Tri Cities and Tulsa all have YOY growth
- For the month of December alone, responses were down 78.1% for 2017 compared to 2016

Welcome Center Visits: 2017 Calendar Year to Date through December

- For CYTD 2017 the centers are down 20.7% for January – December 2017 compared to the same period in 2016
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For the month of December alone, visits are down 41.7% for 2017 compared to 2016. For August – December, the decline is 45.8%.

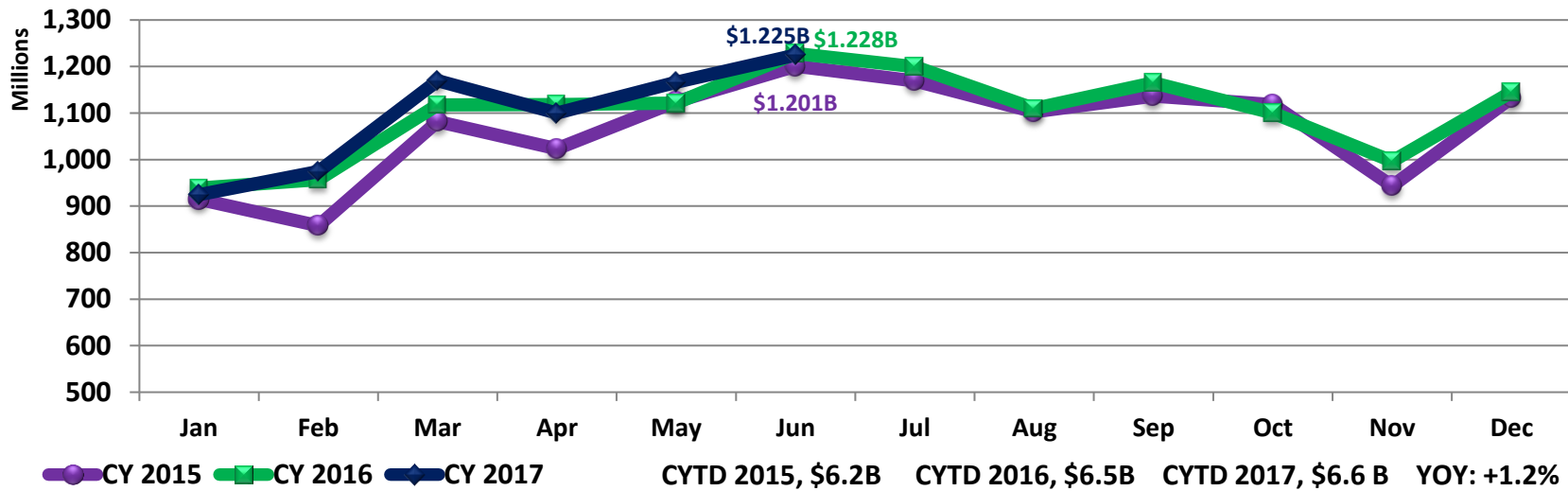
Commercial airport deplanements: 2017 Calendar Year to Date

- Columbia up 36.5% for January – December 2017 compared to the same period in 2016
- Kansas City up 4.5% for January – November 2017 compared to the same period in 2016
- St. Louis up 5.8% for January – November 2017 compared to the same period in 2016
- All airports up 5.3% for January – September 2017 compared to the same period in 2016

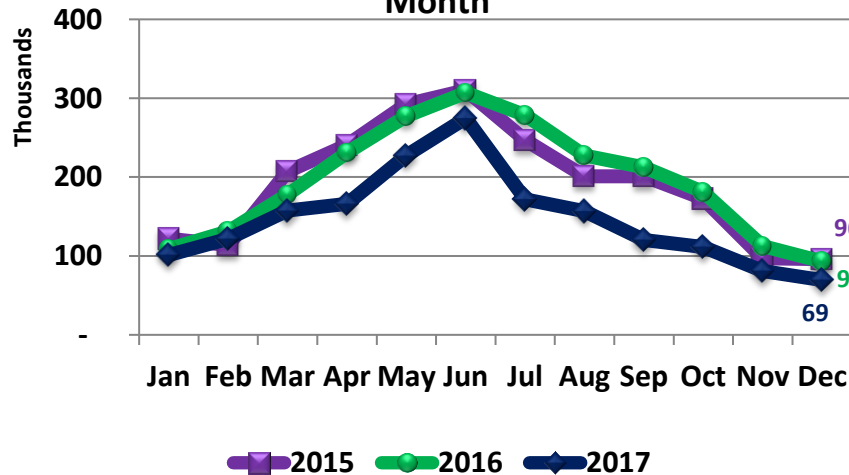
Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through December

- Missouri's homepage on VisitTheUSA.com had 724 pageviews in Dec 2017 compared to 434 in Dec 2016
- There have been 10,989 pageviews for Jan-Dec 2017 compared to 14,536 for Jan-Dec 2016
- Top five countries viewing Missouri's page during December were Germany, Japan, Brazil, France and Spain
- Visitors from the Italy spent the most time on our page, averaging 12 minutes and 42 seconds compared to an overall average of 3 minutes and 37 seconds

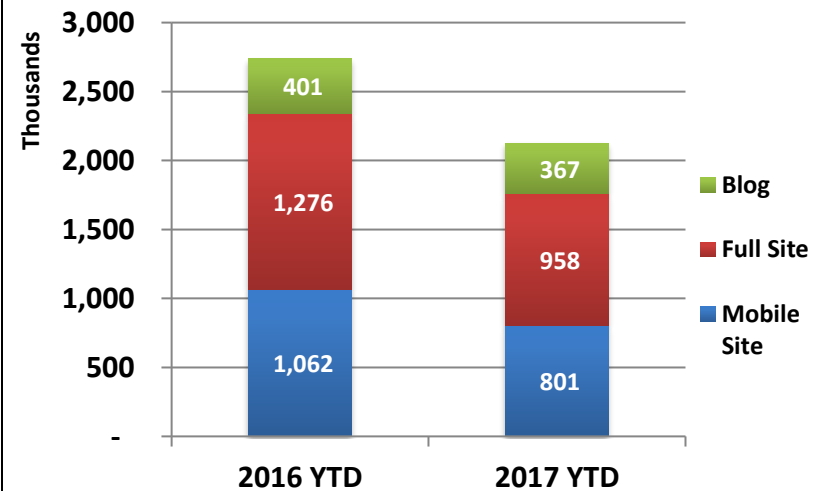
Sales Revenue from 17 Tourism SICs



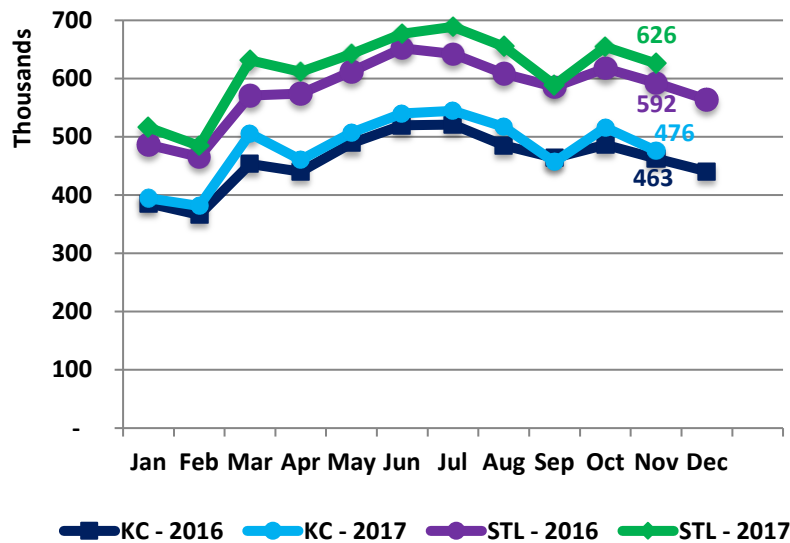
Visits to VisitMO (Full & Mobile Sites) by Month



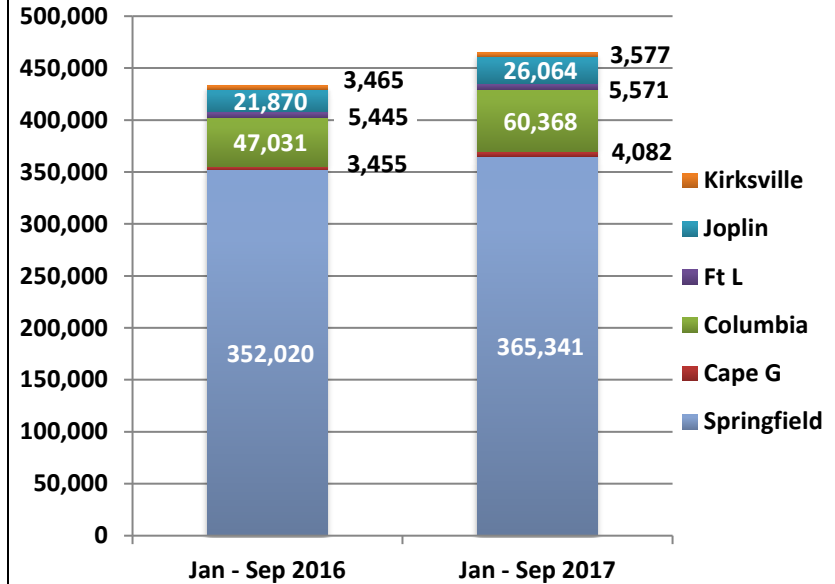
YTD Visits to VisitMO by Site



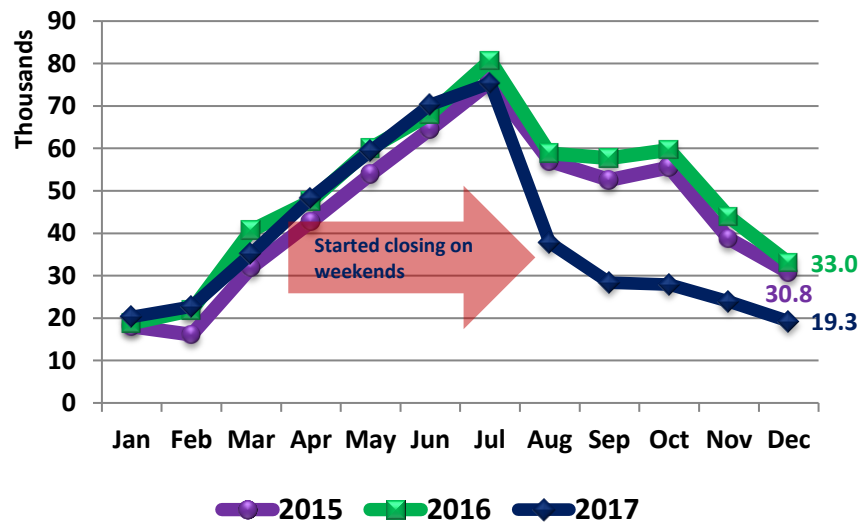
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

